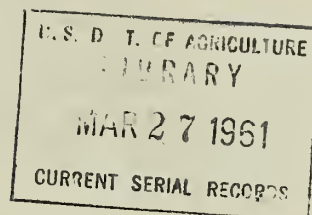


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A 280.3939
m 34c

CONSUMER PURCHASES OF



SELECTED FRUITS AND JUICES

SEPTEMBER 1960

CPFJ- 107

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

November 1960

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

CONTENTS

	<u>Page</u>
Summary.....	4
Frozen and chilled juices.....	5
Canned single-strength juices.....	6
Canned single-strength fruit drinks.....	7
Fresh and canned fruit.....	8

Tables and Figures

Purchases, percentage of families buying, and prices paid

<u>Table</u>	<u>Figure</u>		
1		Summary.....	10
2		Equivalent purchases of orange products.....	11
3		Equivalent purchases of grapefruit products.....	11
4	1	Frozen concentrated orange juice.....	12
5	2	Chilled orange juice.....	13
6	3	Single-strength orange juice.....	14
7	4	Single-strength grapefruit juice.....	15
8	5	Pineapple juice.....	16
9	6	Prune juice.....	17
10	7	Tomato juice.....	18
11		Miscellaneous and total single-strength juices.....	19
12		Miscellaneous concentrated juices and miscellaneous single-strength fruit drinks.....	19
13	8	Single-strength orange drink.....	20
14	9	Pineapple-grapefruit drink.....	21
15	10	Fresh oranges.....	22
16	11	Fresh grapefruit.....	23
17	12	Canned grapefruit sections.....	24
	13	Percentage of families buying oranges and grapefruit...	25
	14	Percentage of families buying single-strength fruit juices.....	26

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
SEPTEMBER 1960

By Clive E. Johnson
Market Development Research Division
Agricultural Marketing Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Household consumers purchased 7 percent more fruit juices and fruit drinks on an equivalent single-strength basis in September 1960 than in September 1959. Frozen concentrated juices comprised 45 percent of the total purchase volume compared with 41 percent in September 1959. Canned single-strength juices accounted for 35 percent of the total, a decrease of 2 percentage points from the preceding September; canned fruit drinks, at 17 percent, were also off 2 percentage points. Chilled orange juice had 3 percent of the market in both September 1959 and 1960.

Purchases of frozen concentrated orange juice were up substantially from a year earlier to a new September peak, and miscellaneous concentrates gained some. Chilled orange juice continued to be purchased in record volume. Heavy gains were made by canned orange juice and pineapple juice, but retail sales of grapefruit juice and tomato juice fell to low levels. Purchases of pineapple-grapefruit drink and miscellaneous fruit drinks were also down, but orange drink held steady. Buying of fresh oranges and fresh grapefruit was off more than a third from a year earlier, and canned grapefruit sections fell to a new September low.

Total purchases of orange juices in the 1959-60 marketing season ending with September increased over 1958-59, with frozen orange concentrate up 27 percent, canned orange juice up 11 percent, and chilled orange juice up 4 percent. On the other hand, purchases of tomato juice, miscellaneous canned juices, and miscellaneous frozen concentrated juices for the full marketing year were 7 to 13 percent below 1958-59 levels, and canned grapefruit juice fell 15 percent to a new low. Pineapple juice, prune juice, canned orange drink, and pineapple-grapefruit drink were bought in about the same quantity as in 1958-59. Fresh oranges were also purchased in about the same volume; buying of canned grapefruit sections fell off, coincident with an 8-percent increase in purchases of fresh grapefruit.

Changes in product coverage: Data on consumer purchases of fresh oranges and fresh grapefruit will not be obtained by the Agricultural Marketing Service after September 1960. This is the last monthly report of AMS in which the

purchase statistics for these two fruits will be presented. Statistics will continue to be published, however, on all other products reported in this publication.

FROZEN AND CHILLED JUICES

NEW SEPTEMBER PEAK FOR FROZEN ORANGE

Household purchases of frozen concentrated orange juice in September 1960 climbed to a new high of 5.4 million gallons for the 4-week period. ^{1/} The rise to more than 29 percent in the proportion of families buying, together with some gain in the size of purchase per buying family, resulted in a 20-percent increase in retail movement over a year earlier. Except for January 1960, the proportion of families buying was 1 to 7 percentage points above levels that have prevailed for several years.

Although the highest reported in 1960, September prices at 18.3 cents per 6-ounce can were down 3.8 cents from a year earlier.

Total purchases of frozen concentrated orange juice in the 1959-60 season (October 1959-September 1960) were up 27 percent from the preceding season to almost equal the record 1956-57 volume and to exceed all other years. Retail prices averaged 18.8 cents, 3.3 cents or 15 percent less than in 1958-59. At this price, the amount spent by consumers for frozen orange concentrate was up 8 percent from the preceding season and 21 percent from 1956-57. (See pages 12 and 25.)

SOME GAIN FOR MISCELLANEOUS CONCENTRATES

In contrast to the strong demand for frozen orange, September purchases of other frozen concentrates at 650,000 gallons were only 4 percent greater than a year earlier. However, purchases in almost all other months of 1959-60 were below year-earlier levels and total sales for the season ending September were 13 percent below 1958-59. The average cost to consumers of a 6-ounce can of these products was 18.4 cents in September, 0.8 cent less than a year earlier. The average price for the season of 18.8 cents per can was down 0.6 cent. (See page 19.)

CHILLED ORANGE JUICE ALSO AT NEW SEPTEMBER PEAK

Retail movement of chilled orange juice continued at a record pace in September. More families bought than a year earlier, and sales were up 15 percent to a new September peak of 1.8 million gallons, despite a smaller average size of purchase per buying family. Prices paid, at 38.4 cents per quart, were down 4.7 cents from September 1959.

Purchases of chilled orange juice were slow during the first 4 months of the 1959-60 season when prices ranged from 40 to 43 cents per quart. However, in the latter part of the season prices dropped to about 38 cents and sales rose well above year-earlier levels to bring the season's total moderately

^{1/} Monthly data in this report are for 28-day periods to facilitate comparisons.

above 1958-59. Retail prices averaged 39.1 cents compared with 41.8 cents a year earlier. Consumer expenditures fell off a little from the 1958-59 level. (See page 13.)

CANNED SINGLE-STRENGTH JUICES

ORANGE JUICE
UP 18 PERCENT

More families buying, together with a larger average size of purchase per family, resulted in a substantial increase in retail sales of canned orange juice over September 1959. Nonetheless, the 716,000 cases bought was only about two-thirds as great as the prefreeze average (1954-56) for the month. ^{2/} Prices paid were down 8 cents from a year earlier to 38 cents per 46-ounce can.

Purchases of canned orange juice in the season ended September 1960 were 11 percent greater than the low 1958-59 volume, but were below all other years reported in this 11-year series. Except for 1958-59, production was the smallest for many years. Prices were down 4.1 cents to average 38.5 cents per can for the season. Consumer expenditures held about the same as in 1958-59. (See pages 14 and 26.)

MORE LOWS FOR
GRAPEFRUIT
JUICE

The 507,000 cases of canned grapefruit juice bought for home consumption in September was the smallest volume reported in this 11-year series. Fewer families bought, and purchases were down 22 percent from a year earlier. Buying was below 1958-59 levels during most of the season and total purchases dropped 15 percent to a new low. The 1959-60 production of canned grapefruit juice was the lowest reported for many years.

Prices paid by consumers averaged 31.3 cents per 46-ounce can in September, the same as a year earlier. The season average price was down 0.7 cent to 31.6 cents per can, which, together with the drop in volume, resulted in a 17-percent decline in consumer expenditures for the product. (See pages 15 and 26.)

PINEAPPLE JUICE
UP 16 PERCENT

The down-trend in retail price of pineapple juice continued, with September prices falling to a 3-year low of 28.3 cents per 46-ounce can. Purchases were up contra-seasonally to about 1.1 million cases. This was slightly more than bought in any month since late 1958, and was 16 percent greater than a year earlier. Most of the gain was associated with a larger purchase per buying family.

Purchases for the season almost caught up with 1958-59 as a result of heavy buying during July, August, and September. Retail prices averaged 1.2 cents lower, and consumer expenditures were down moderately from the preceding season. (See page 16.)

^{2/} Purchases of canned juices, canned drinks, and canned fruit are reported in cases of 24 No. 2 cans.

PRUNE JUICE
STEADY

About 539,000 cases of prune juice were purchased in September 1960, the same as a year earlier. The average size of purchase per buying family was up 10 percent to 2.3 quarts, but this gain was offset by a decline in the proportion of families buying to a 10-year low of 6.1 percent. Retail prices edged up to 44 cents per quart, almost equalling the record high for the product.

Total purchases of prune juice for the season were slightly greater than in 1958-59. And, with prices rising 1.8 cents to reach 43.7 cents a quart, consumer expenditures for the year were up about 6 percent. (See pages 17 and 26.)

TOMATO JUICE
OFF 10 PERCENT

Retail sales of tomato juice in September dropped 10 percent from a year earlier to 1.4 million cases, the smallest movement for the month in 10 years. The decline was attributed to fewer families buying coupled with a smaller purchase per buying family. The 46-ounce can was bought at an average price of 27.1 cents, 0.5 cent more than a year earlier.

Sales of tomato juice were well below year earlier levels during most of 1960, and the season's purchase was down 9 percent from a year earlier. Except for 1955-56, movement was the smallest recorded in the past decade. Retail prices averaged 27.3 cents per can, almost the same as in 1958-59 and the 1954-56 average. (See page 18.)

MISCELLANEOUS
JUICES GAIN
MODERATELY

Purchases of miscellaneous canned juices for household use climbed 5 percent over September 1959 to 1.3 million cases. September, however, was the only month in the 1959-60 season in which sales exceeded those of a year earlier; total purchases for the season were 7 percent below 1958-59. The September retail price of 37.3 cents per 46-ounce can was almost the same as the season average price. (See page 19.)

CANNED JUICES
TOTAL ABOUT
THE SAME

Altogether, consumers bought 5.6 million cases of canned juices in September, almost the same as a year earlier. Total purchases for the season, however, were 5 percent below 1958-59, reflecting less than year-earlier purchases in most months. (See page 19.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK
STEADY

About 431,000 cases of canned orange drink were bought for home consumption in September, the same as a year earlier. The average price of 29.7 cents per 46-ounce can was almost the same as in September 1959.

Similarly, total purchases for the season were almost identical to 1958-59, and the season average price of 30 cents per can was almost unchanged. (See page 20.)

PINEAPPLE-
GRAPEFRUIT
DRINK FALLS
14 PERCENT

Fewer families bought pineapple-grapefruit drink in September than a year earlier, and retail sales tumbled 14 percent to 853,000 cases. The average buying family purchase, however, held at about 2.2 cans. On the average, a 46-ounce can of pineapple-grapefruit drink cost consumers 29 cents, 1.6 cents less than a year earlier.

Total purchases for the season were a little higher than in 1958-59. Heavy buying prevailed from February through July, but this was almost counter-balanced by relatively small purchases in other months. Prices paid averaged 29 cents per can for the season, 1.2 cents less than in the preceding year. (See pages 21 and 26.)

MISCELLANEOUS
FRUIT DRINKS
DOWN MODERATELY

Consumers bought 1.4 million cases of miscellaneous fruit drinks in September, moderately less than a year earlier. About 11 percent of families bought, with an average purchase of 2.2 cans (46-ounce). Prices paid were up 2.4 cents to 34.4 cents per can. Data are available for only part of the 1958-59 season. (See page 19.)

TOTAL FRUIT
DRINKS DOWN

In total, consumers bought 2.6 million cases of canned fruit drinks in September, 8 percent less than a year earlier. Fewer families buying, together with a smaller size of purchase were associated with the decline. Comparative data are not available for all of 1958-59.

FRESH AND CANNED FRUIT

ORANGES DOWN
A THIRD

Purchases of oranges in September 1960 were substantially below the September 1959 level. Fewer families bought, reflecting unusually low supplies. Retail prices were up 1.2 cents from a year earlier to 54.1 cents per dozen.

Total purchases of oranges in the 1959-60 season were about the same as a year earlier. However, the sales volume was 26 percent below the prefreeze (1954-56) average. Season average prices were up 1 cent to 50 cents per dozen. At the per dozen price, consumer expenditures were somewhat greater than in 1958-59 but were 9 percent below average. (See pages 22 and 25.)

GRAPEFRUIT
ALSO OFF A
THIRD

Supplies of grapefruit were also below seasonal levels and purchases dropped substantially from September 1959. Prices rose 16 cents over a year earlier to a new September peak of \$1.30 per dozen.

Total purchases of grapefruit in the 1959-60 season were 8 percent greater than in the preceding year, and were only 6 percent below the prefreeze average. This is in contrast to the 26-percent drop reported for oranges. Retail prices averaged 90.5 cents per dozen for the season, a decline of 1.3 cents from 1958-59. Consumer expenditures were a little greater than in the preceding year and were about the same as the average for 1954-56, when prices were 83 cents per dozen. (See pages 23 and 25.)

GRAPEFRUIT
SECTIONS
REMAIN
DOWN

Sales of canned grapefruit sections in retail grocery stores were 16 percent below September 1959. With fewer families buying, along with a smaller purchase per family, sales amounted to only 239,000 cases, the lowest September volume reported in this 4-year series. Retail prices held at 20.6 cents per No. 303 can.

Total purchases of and consumer expenditures for canned grapefruit sections in the 1959-60 season were about 9 percent below 1958-59. Prices averaged 20.6 cents per can for the season, almost the same as in the preceding year. (See pages 24 and 25.)

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, September 1960 and 1959

Commodity	Total purchases			Purchases per buying family				Families buying		Average price paid per actual unit	
				Number		Quantity per purchase					
	Sept. 1960	Sept. 1959	Change, 1960-59	Sept. 1960	Sept. 1959	Sept. 1960	Sept. 1959	Sept. 1960	Sept. 1959	Unit	Sept. 1959
	1,000	1,000		Number	Number	Ounces	Ounces	Percent	Percent		Cents
FROZEN CONCENTRATED JUICES:											
Orange	5,433	4,509	20	2.0	2.1	22.2	20.1	29.3	26.9	6-oz.	18.3
Miscellaneous	650	625	4			15.7	14.2			6-oz.	18.4
Total	6,083	5,134	18		2.3		19.2		29.1		
CHILLED ORANGE JUICE	1,846	1,602	15	2.8	3.2	39.0	36.7	4.2	3.4	32-oz.	38.4
											43.1
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000									
Orange	716	607	18	1.6	1.7	55.6	48.2	6.7	6.1	46-oz.	38.0
Grapefruit	507	647	-22	1.4	1.5	65.2	61.8	4.5	5.7	46-oz.	31.3
Pineapple	1,113	964	15	1.4	1.4	68.9	61.8	9.6	9.4	46-oz.	28.3
Prune	539	530	2	1.8	1.7	40.6	39.0	6.1	6.6	32-oz.	44.0
Tomato	1,407	1,569	-10	1.4	1.6	63.1	62.1	13.3	13.9	46-oz.	27.1
Miscellaneous 2/	1,305	1,244	5	1.7		38.9		16.3		46-oz.	37.3
Total	5,587	5,561	*	2.2		53.2		39.2			
CANNED SINGLE-STRENGTH DRINKS:											
Orange	431	426	1	1.3	1.5	79.1	76.6	3.3	3.1	46-oz.	29.7
Pineapple-grapefruit	853	997	-14	1.3	1.4	76.6	71.7	6.9	8.6	46-oz.	29.0
Miscellaneous fruit	1,362	1,425	-4	1.6		64.0		10.6		46-oz.	34.4
CANNED GRAPEFRUIT SECTIONS	239	283	-16	1.5	1.6	36.4	35.6	4.0	4.7	16-oz. 3/	20.6
											20.6
FRESH FRUIT:	1,000	1,000									
Oranges	615	948	-35	1.8	1.9	12.0	11.6	13.6	19.4	Doz.	54.1
Grapefruit	180	273	-34	1.8	1.7	4.0	4.2	3.7	6.4	Doz.	129.7
											114.0

1/ Equivalent cases of 24 No. 2 cans. 2/ Current month includes lemon juice which previously was reported separately. 3/ Equivalent No. 303 can. * 0.5 percent or less.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.	2,812	2,585	3,988	2,968	592	475	309	356	7,701	6,384
Feb.	2,751	2,623	3,789	3,016	618	484	370	378	7,528	6,501
Mar.	2,419	2,465	3,883	2,970	559	416	382	355	7,243	6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.	2,097	2,466	3,619	2,980	485	440	363	346	6,564	6,232
May	1,735	1,976	3,503	2,768	457	389	394	343	6,089	5,476
Jun.	1,169	1,401	3,516	2,724	468	357	393	311	5,546	4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.	708	992	3,414	2,640	428	373	331	323	4,881	4,328
Aug.	535	865	3,279	2,609	414	333	316	282	4,544	4,089
Sep.	615	948	3,651	2,962	418	364	319	285	5,003	4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

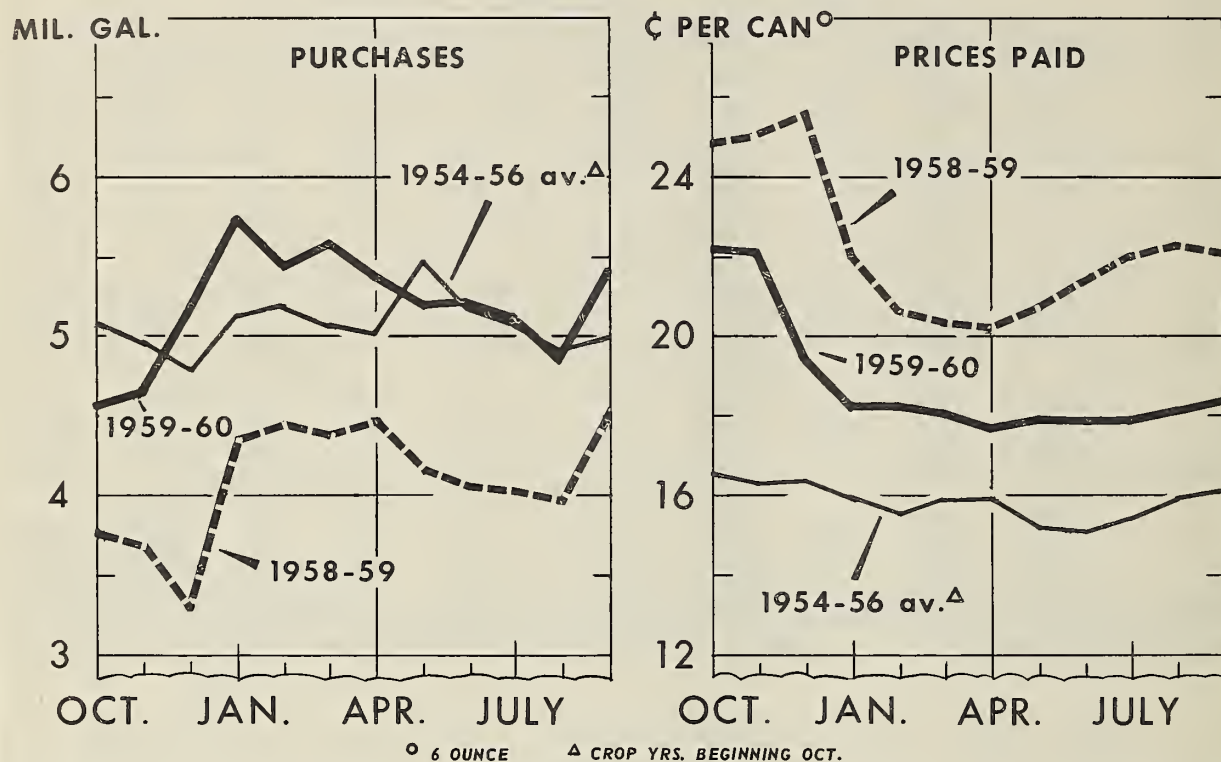
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.	2,256	2,105	503	446	145	158	2,904	2,709
Feb.	2,414	2,376	485	432	153	159	3,052	2,967
Mar.	2,384	2,178	442	505	144	144	2,970	2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.	1,874	1,958	417	647	153	167	2,444	2,772
May	1,160	1,383	432	648	165	144	1,757	2,175
Jun.	570	774	364	523	187	168	1,121	1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.	271	312	345	495	187	199	803	1,006
Aug.	190	200	419	481	145	196	754	877
Sep.	180	273	376	477	166	204	722	954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645- 60(12) AGRICULTURAL MARKETING SERVICE

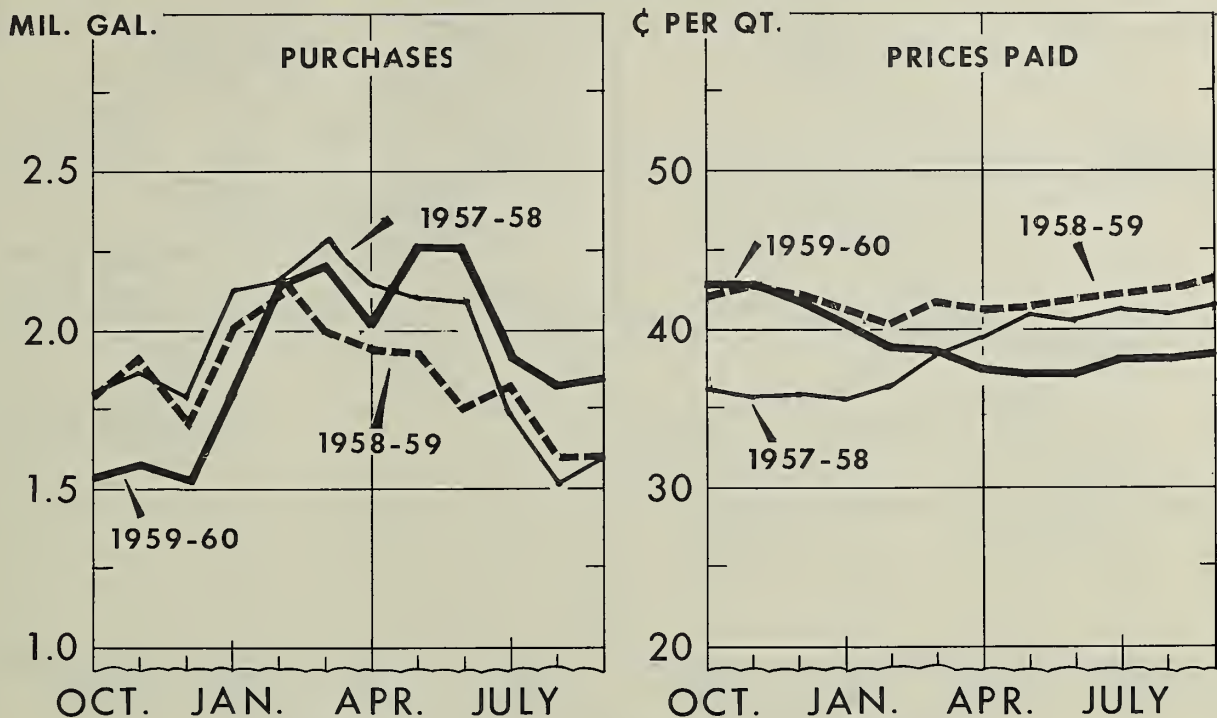
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000	1,000	1,000						
	gallons	gallons	gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.	11,465	11,465	15,902						
Jan.	5,730	4,364	5,122	30.3	25.8	27.9	18.2	22.0	15.9
Feb.	5,444	4,436	5,179	28.1	26.2	28.0	18.2	20.5	15.5
Mar.	5,579	4,367	5,043	27.8	26.1	26.7	18.1	20.3	15.8
Oct.-Mar.	25,707	25,707	32,579						
Apr.	5,385	4,448	5,006	28.3	25.8	25.2	17.8	20.2	15.8
May	5,213	4,131	5,441	27.7	24.8	24.2	18.0	20.7	15.2
Jun.	5,232	4,066	5,147	28.3	25.9	23.5	17.9	21.3	15.1
Oct.-Jun.	39,221	39,221	49,479						
Jul.	5,081	4,018	5,061	27.2	24.5	22.9	17.9	22.0	15.4
Aug.	4,879	3,971	4,897	27.5	24.5	23.0	18.1	22.3	15.9
Sep.	5,433	4,509	4,987	29.3	26.9	24.0	18.3	22.1	16.1
Season	52,870	52,870	65,680				22.1	22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646- 60(12) AGRICULTURAL MARKETING SERVICE

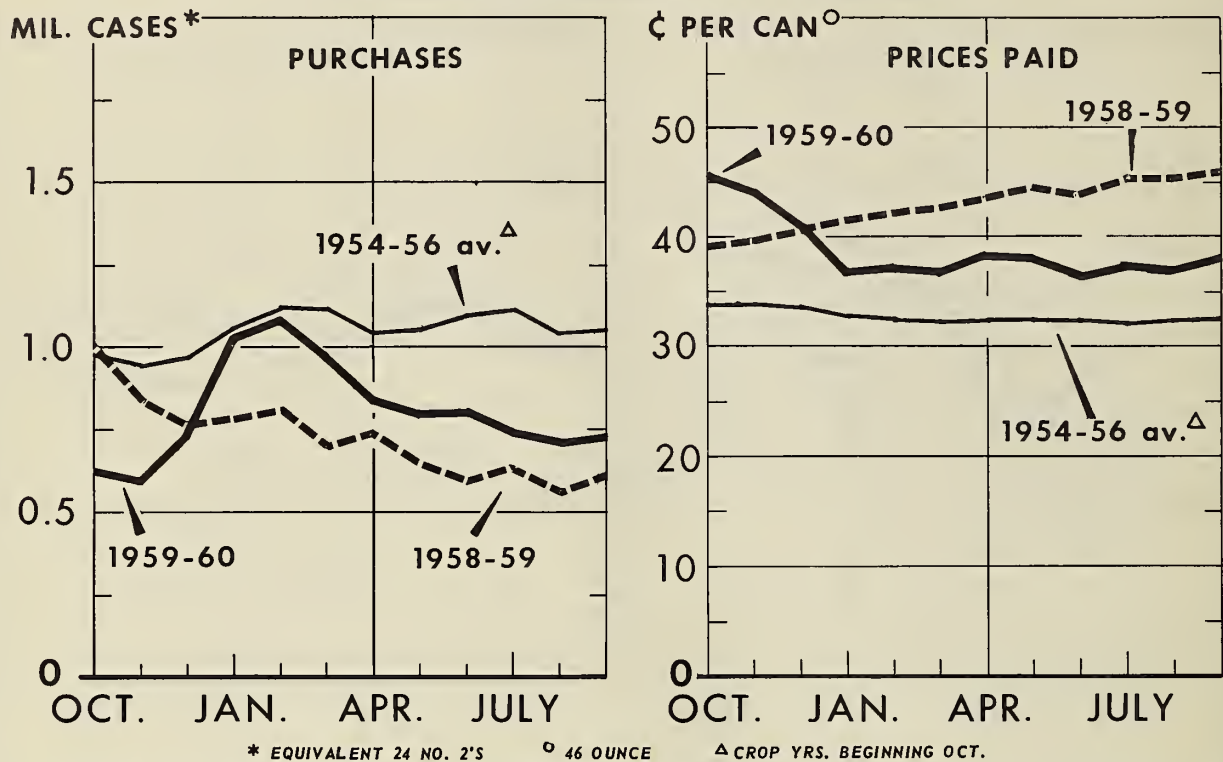
Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.	1,798	2,002	2,129	4.1	4.4	4.3	40.2	41.2	35.4
Feb.	2,153	2,124	2,163	5.1	4.8	4.7	38.8	40.2	36.4
Mar.	2,220	1,993	2,277	4.7	4.4	4.8	38.7	41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.	2,099	1,942	2,147	4.4	4.1	4.4	37.5	41.2	39.6
May	2,277	1,925	2,099	4.7	4.1	4.2	37.3	41.4	40.9
Jun.	2,271	1,748	2,087	5.0	3.9	4.0	37.3	41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.	1,911	1,815	1,714	4.4	4.0	3.4	38.0	42.1	41.2
Aug.	1,829	1,585	1,516	4.2	3.5	3.3	38.2	42.4	41.0
Sep.	1,846	1,602	1,600	4.2	3.4	3.2	38.4	43.1	41.4
Season		23,765	25,247					41.8	38.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-60(12) AGRICULTURAL MARKETING SERVICE

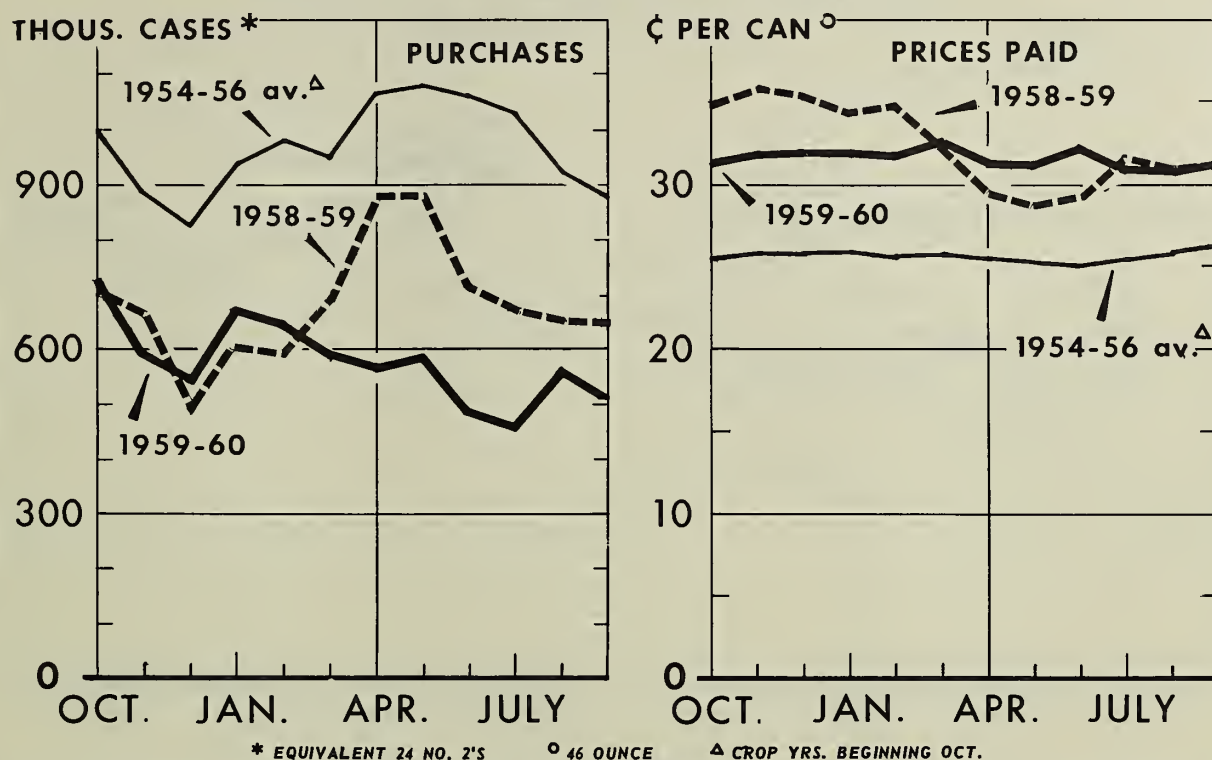
Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.	1,021	791	1,055	8.4	7.6	11.8	36.7	41.6	32.7
Feb.	1,066	806	1,118	9.9	8.0	11.0	37.0	42.2	32.3
Mar.	964	694	1,113	7.9	6.7	11.8	36.7	42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.	831	734	1,033	7.0	7.0	11.4	38.2	43.5	32.4
May	782	650	1,046	6.8	6.3	11.0	38.0	44.5	32.3
Jun.	801	596	1,087	6.8	6.2	11.0	36.8	44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.	733	623	1,110	6.4	6.3	10.4	37.2	45.4	32.0
Aug.	709	556	1,036	6.8	5.8	9.2	36.9	45.5	32.2
Sep.	716	607	1,044	6.7	6.1	9.2	38.0	46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60(12) AGRICULTURAL MARKETING SERVICE

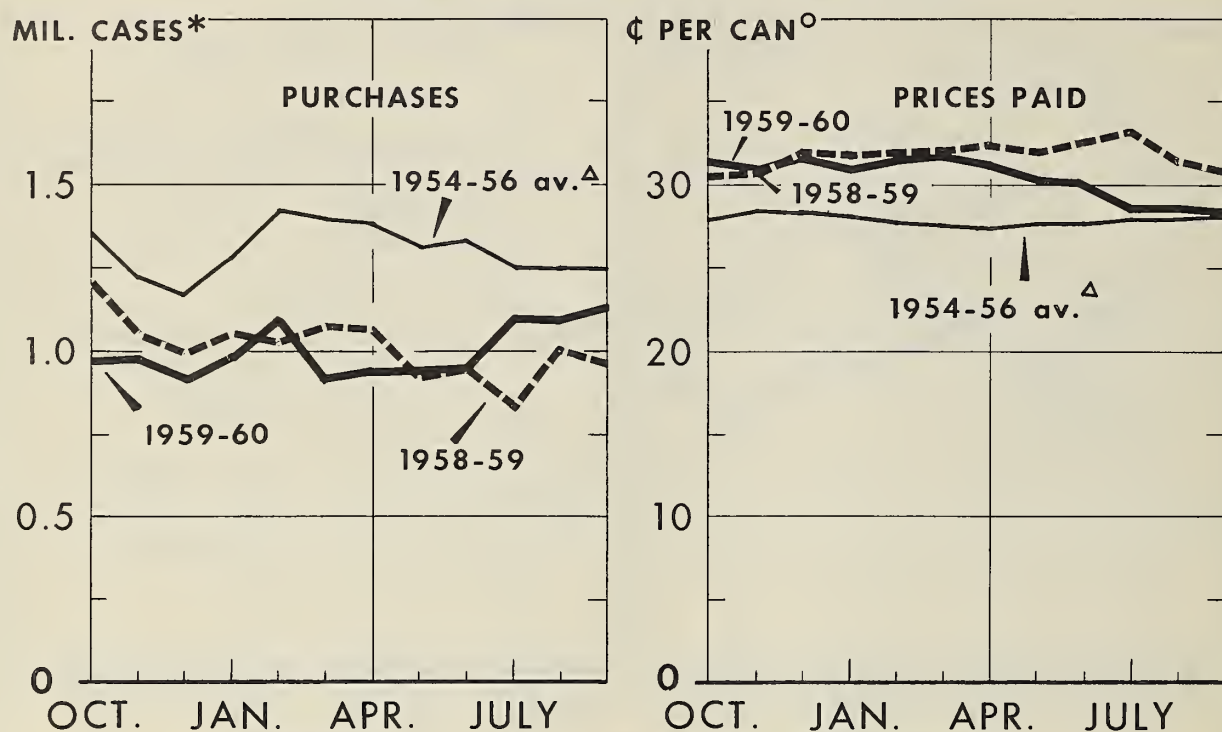
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.	671	609	938	6.1	5.8	8.5	31.9	34.5	25.9
Feb.	647	590	983	5.7	5.7	7.7	31.7	34.8	25.7
Mar.	589	689	950	5.5	6.5	6.9	32.7	32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.	563	880	1,069	5.3	7.3	7.8	31.5	29.6	25.7
May	583	882	1,083	5.0	7.5	7.4	31.3	28.8	25.4
Jun.	491	712	1,063	4.5	6.3	7.2	32.1	29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.	465	671	1,032	4.2	5.8	6.1	31.0	31.7	25.5
Aug.	566	652	922	4.7	5.7	6.6	30.9	31.0	25.9
Sep.	507	647	875	4.5	5.7	6.1	31.3	31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2's

○ 46 OUNCE

Δ CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548- 60(12)

AGRICULTURAL MARKETING SERVICE

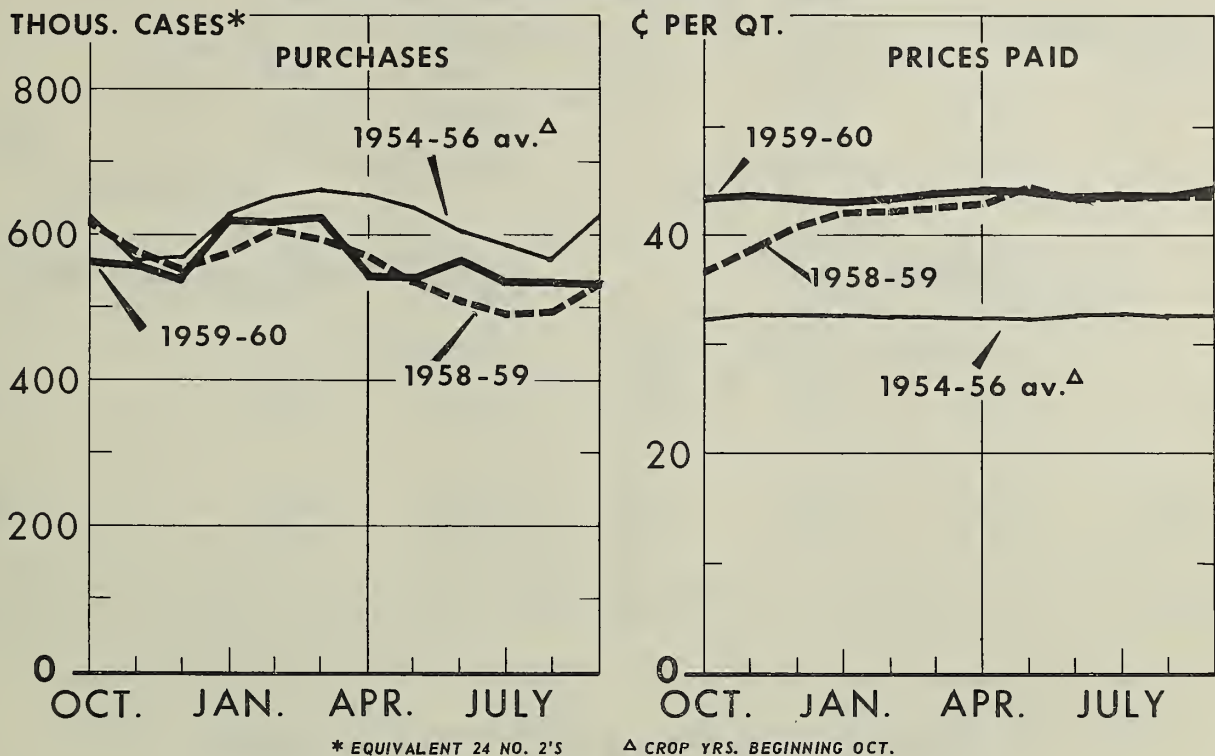
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.	986	1,056	1,285	9.9	10.4	12.1	31.1	31.9	28.1
Feb.	1,099	1,029	1,424	10.5	10.0	12.4	31.5	32.1	27.7
Mar.	915	1,079	1,400	8.6	10.4	12.4	31.8	32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.	933	1,066	1,388	8.7	10.6	11.8	31.1	32.5	27.4
May	940	926	1,312	8.5	9.3	12.6	30.7	32.1	27.7
Jun.	950	941	1,335	8.7	9.4	12.3	30.2	32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.	1,107	836	1,253	9.1	8.7	12.1	28.7	33.4	28.0
Aug.	1,090	1,007	1,251	8.8	9.2	12.2	28.8	31.4	28.0
Sep.	1,113	964	1,248	9.6	9.4	10.8	28.3	30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-40(12) AGRICULTURAL MARKETING SERVICE

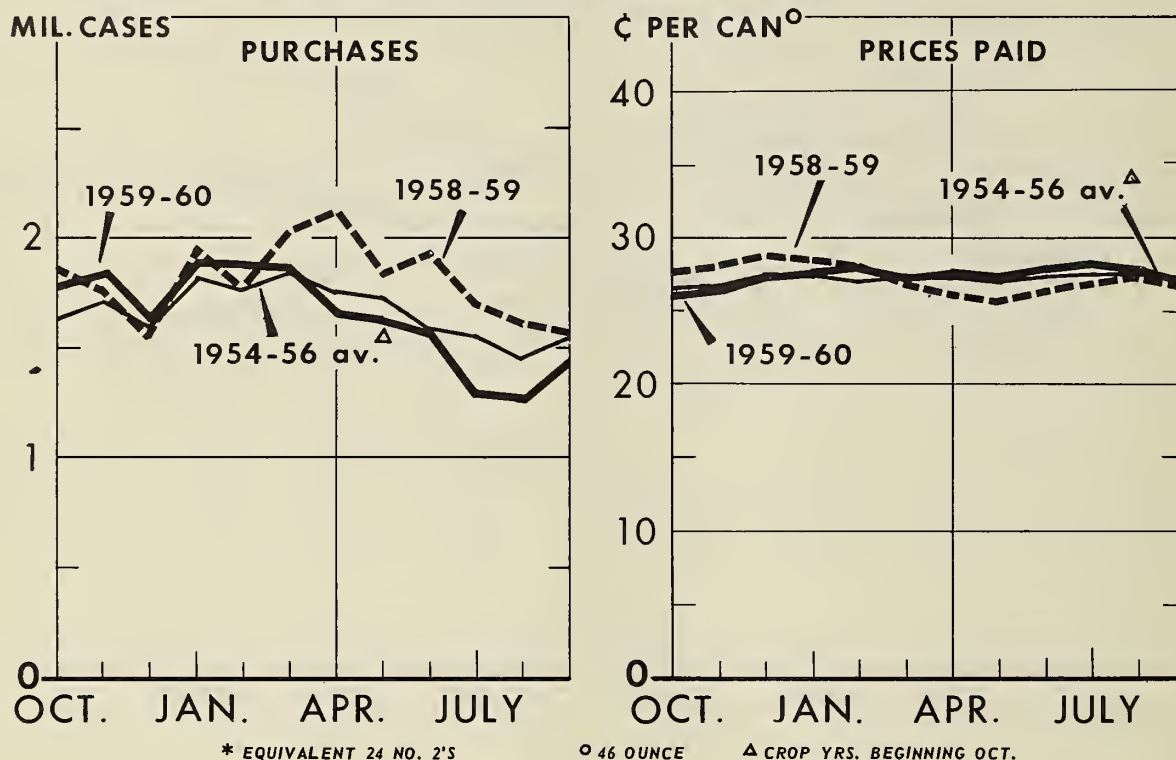
Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000	1,000	1,000						
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.	622	572	629	7.0	7.1	7.7	43.2	42.0	32.7
Feb.	618	608	651	7.5	7.3	7.5	43.4	42.3	32.7
Mar.	624	596	660	7.3	6.9	7.6	43.7	42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.	545	572	653	6.5	6.9	7.4	43.9	42.9	32.4
May	544	536	636	5.8	6.3	7.0	43.9	44.2	32.4
Jun.	566	507	603	6.1	6.0	6.7	43.5	43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.	536	492	585	5.8	6.3	6.8	43.8	43.4	32.9
Aug.	536	494	566	6.1	6.1	6.5	43.8	43.8	32.7
Sep.	539	530	623	6.1	6.6	6.8	44.0	43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653- 60(12) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.	1,894	1,952	1,818	17.6	18.1	18.8	27.5	28.5	27.4
Feb.	1,875	1,795	1,773	17.8	17.6	18.1	27.9	28.0	27.0
Mar.	1,865	2,033	1,846	17.1	18.1	18.1	27.3	26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.	1,658	2,127	1,755	15.7	18.5	18.6	27.6	26.0	27.2
May	1,630	1,846	1,715	15.0	16.0	17.4	27.4	25.6	27.0
Jun.	1,581	1,933	1,593	14.8	16.9	17.1	27.8	26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.	1,280	1,712	1,553	12.3	15.0	17.2	28.4	26.9	27.5
Aug.	1,277	1,621	1,449	12.7	14.2	14.5	27.6	27.1	27.3
Sep.	1,407	1,569	1,536	13.3	13.9	15.6	27.1	26.6	27.2
Season		23,491	21,657					27.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date ^{1/}

Period ^{2/}	Miscellaneous canned juices ^{3/}			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases ^{4/}	1,000 cases ^{4/}	1,000 cases ^{4/}	1,000 cases ^{4/}	1,000 cases ^{4/}	1,000 cases ^{4/}
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January	1,397	1,547		6,591	6,527	
February	1,456	1,571		6,761	6,399	
March	1,460	1,536		6,417	6,627	
April	1,414	1,476		5,944	6,855	
May	1,453	1,598		5,932	6,438	
June	1,475	1,508	1,694	5,864	6,197	6,122
July	1,367	1,378	1,616	5,488	5,712	5,706
August	1,230	1,280	1,494	5,408	5,610	5,390
September	1,305	1,244	1,305	5,587	5,561	5,202

^{1/} Revised as of October 1959. ^{2/} Monthly data are for 4-week (28 day) periods to facilitate comparison. ^{3/} All canned juices except grapefruit, orange, pineapple, prune and tomato juices. ^{4/} Equivalent cases ²⁴ No. 2 cans...432 ounces per case.

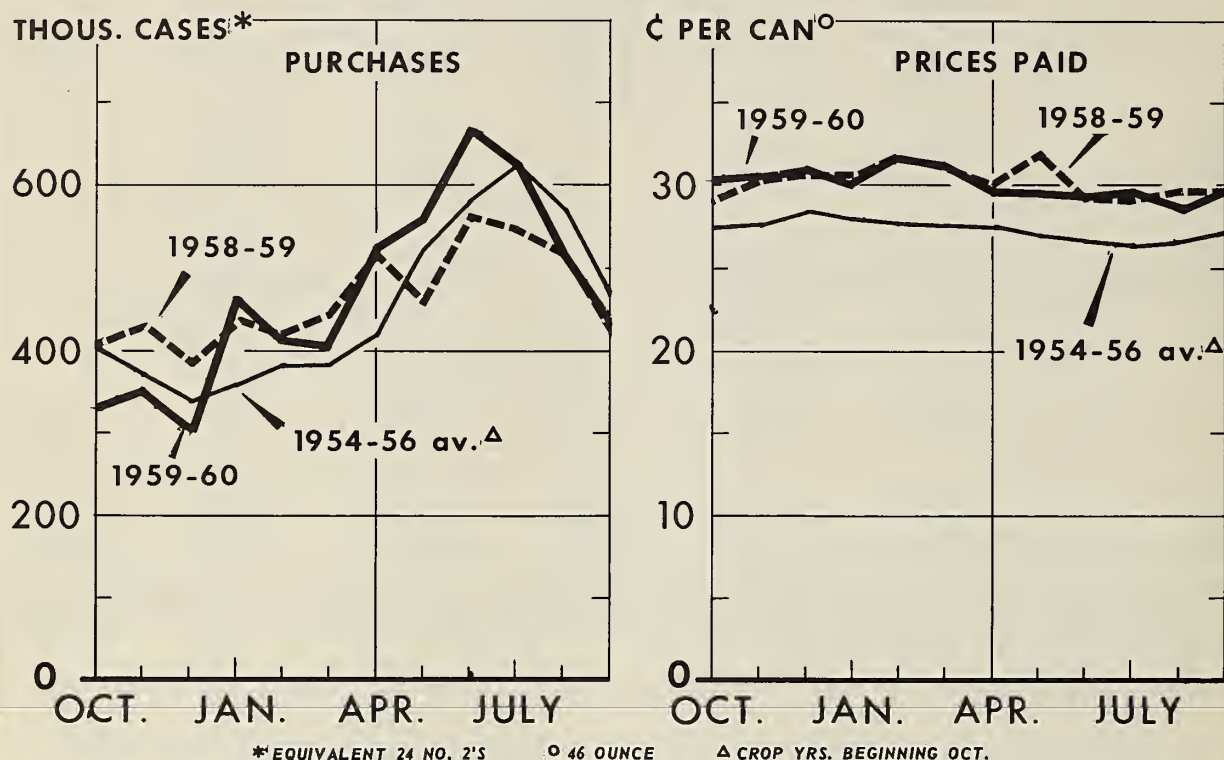
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period ^{1/}	Miscellaneous frozen concentrated juices ^{2/}				Miscellaneous canned fruit drinks ^{3/}			
	Purchases		Prices paid per 6 ounce can		Purchases		Prices paid per 46 ounce can	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases ^{4/}	1,000 cases ^{4/}	Cents	Cents
October	728	801	19.4	19.5	1,199		36.0	
November	506	791	19.9	19.9	1,144		36.1	
December	466	707	20.1	20.3	1,101		35.3	
January	629	642	18.9	19.7	1,215		35.8	
February	717	655	18.9	19.6	1,323		35.5	
March	607	690	18.6	19.7	1,294		35.4	
April	641	756	18.5	19.4	1,406		35.0	
May	649	740	18.5	19.1	1,676		34.0	
June	613	801	18.5	18.9	1,902		34.0	
July	625	734	18.5	18.9	1,581	1,795	36.5	31.2
August	657	670	17.7	19.0	1,480	1,680	34.1	31.4
September	650	625	18.4	19.2	1,362	1,425	34.4	32.0

^{1/} Monthly data are for 4-week (28 day) periods to facilitate comparisons. ^{2/} All frozen concentrates except orange. ^{3/} All canned fruit drinks except orange and pineapple-grapefruit. ^{4/} Equivalent cases ²⁴ No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60(12), AGRICULTURAL MARKETING SERVICE

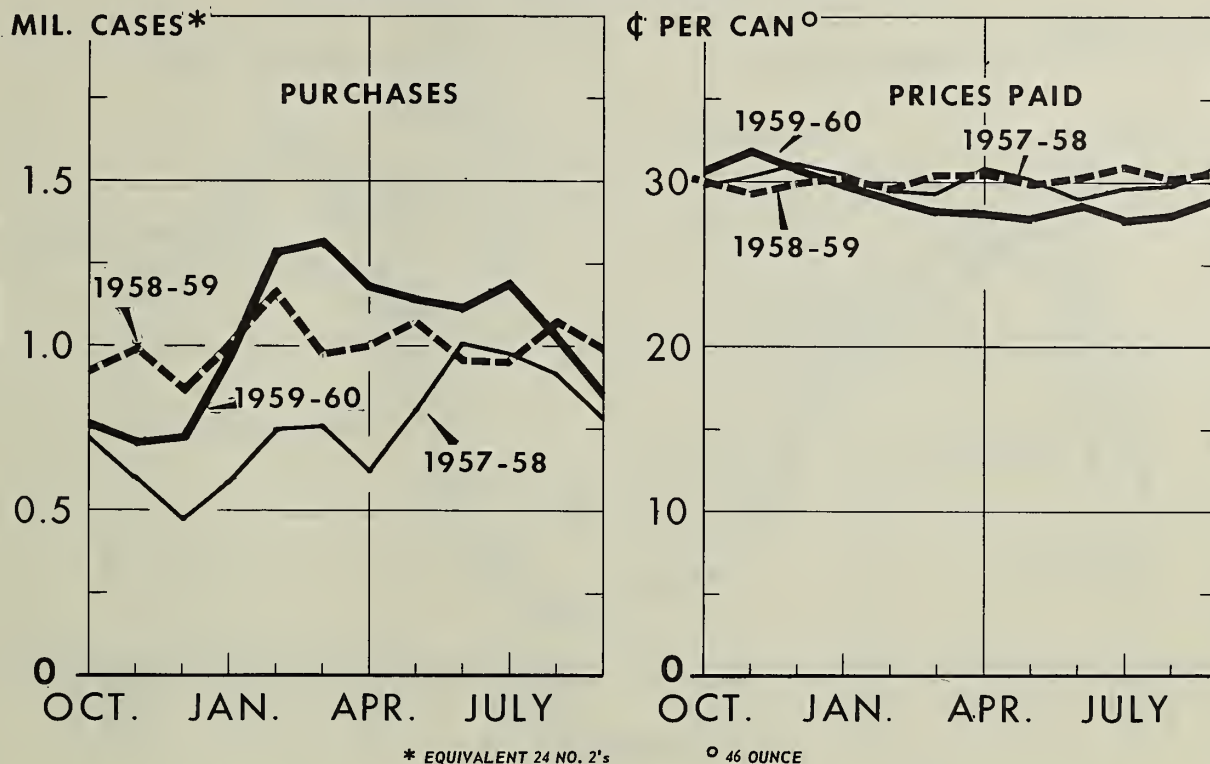
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.	466	440	359	3.4	3.5	2.9	30.0	30.6	28.0
Feb.	414	421	383	3.6	3.3	3.2	31.5	31.5	27.8
Mar.	404	444	385	3.3	3.7	3.2	31.2	31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.	524	517	420	3.7	4.0	4.4	29.8	30.3	27.5
May	563	461	524	3.8	3.6	3.7	29.9	31.7	27.0
Jun.	663	568	581	4.9	4.2	4.1	29.4	29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.	620	542	621	4.2	3.9	4.6	29.7	29.2	26.3
Aug.	528	513	572	3.9	4.0	4.0	28.8	29.7	26.6
Sep.	431	426	466	3.3	3.1	3.5	29.7	29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60(12)

AGRICULTURAL MARKETING SERVICE

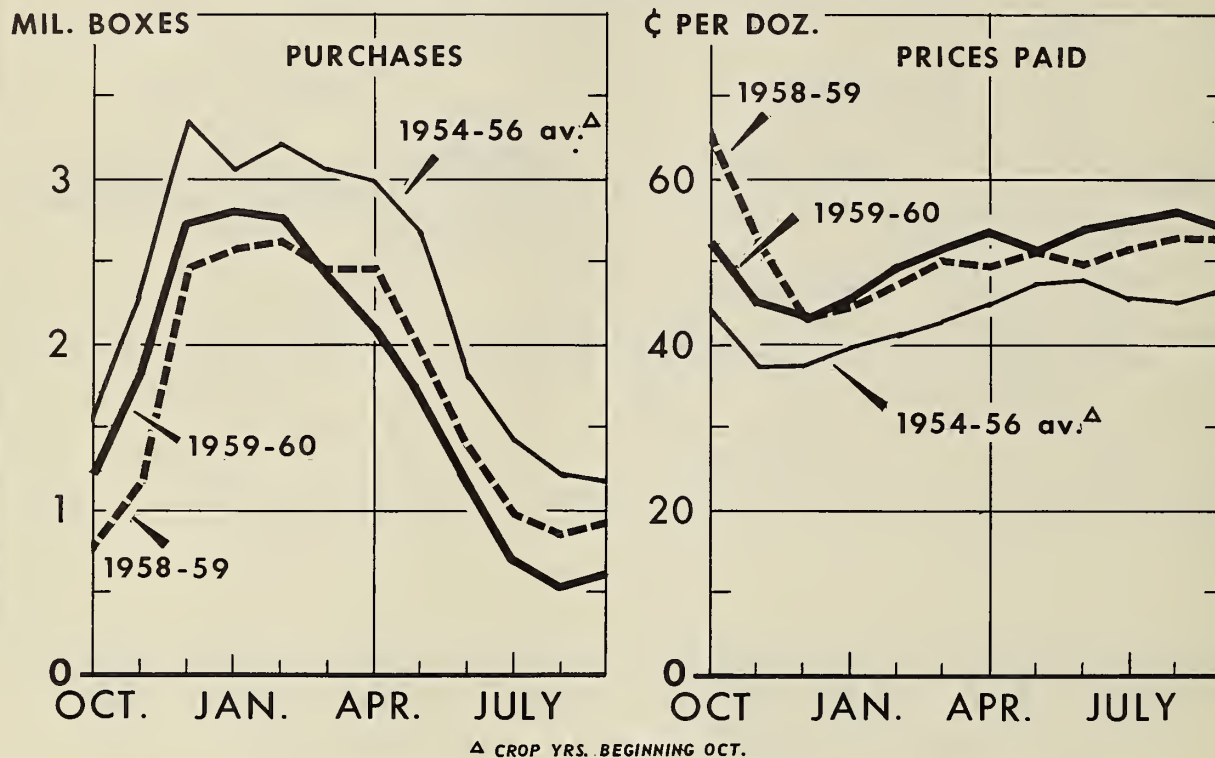
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.	970	1,026	585	8.3	8.9	5.9	29.9	30.3	30.4
Feb.	1,290	1,169	748	9.1	9.9	6.9	29.1	29.7	29.6
Mar.	1,322	973	755	9.4	8.6	6.9	28.3	30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.	1,176	1,000	621	8.4	8.5	6.3	28.1	30.5	30.9
May	1,158	1,079	808	8.4	9.4	7.3	27.9	29.9	30.2
Jun.	1,125	963	1,068	8.5	8.1	9.2	28.8	30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.	1,192	956	973	8.9	8.4	8.8	27.7	30.9	29.6
Aug.	1,045	1,071	919	8.1	8.4	8.6	28.0	30.3	29.9
Sep.	853	997	785	6.9	8.6	7.1	29.0	30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

FRESH ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-60(12) AGRICULTURAL MARKETING SERVICE

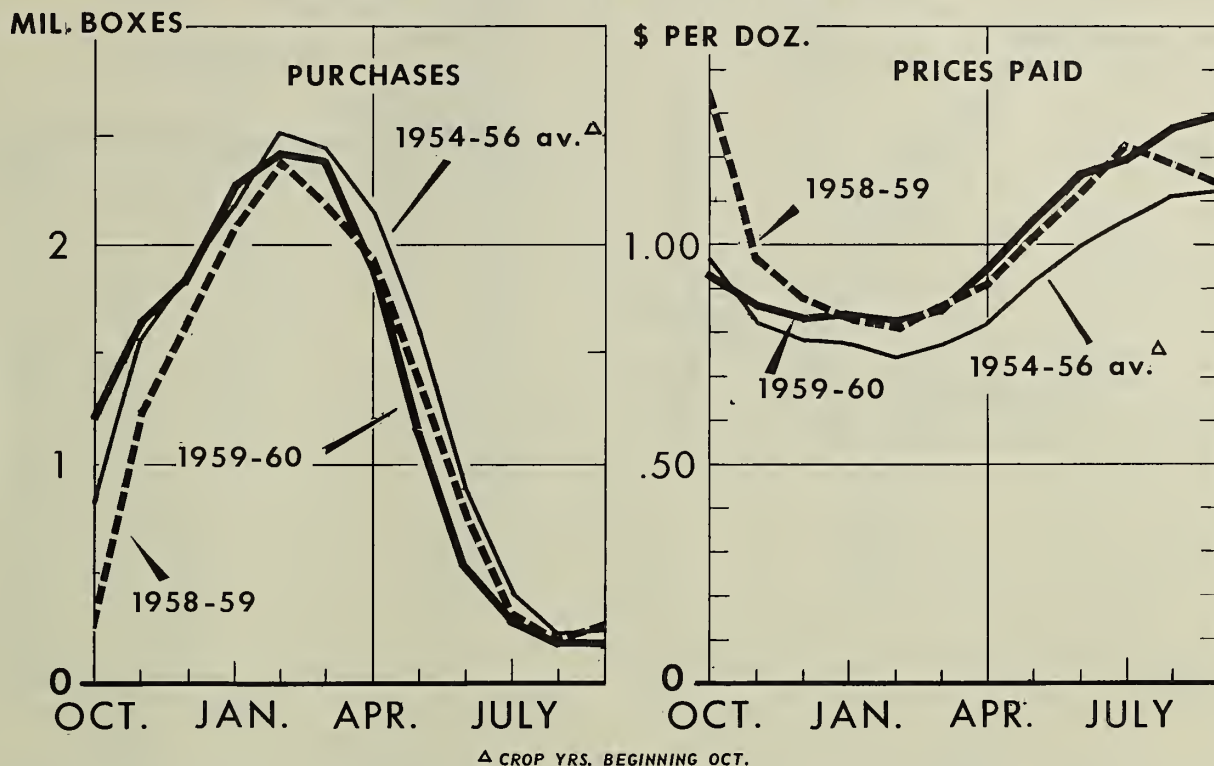
Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.	2,812	2,585	3,060	43.0	41.8	41.2	45.9	44.6	39.9
Feb.	2,751	2,623	3,214	43.4	42.8	44.0	49.6	46.6	40.9
Mar.	2,419	2,465	3,059	40.6	40.5	39.7	51.8	50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.	2,097	2,466	2,986	36.7	38.2	33.7	53.7	49.9	44.8
May	1,735	1,976	2,682	31.8	34.5	32.1	51.3	51.2	47.4
Jun.	1,169	1,401	1,801	23.9	27.5	24.2	54.2	49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.	708	992	1,422	14.8	19.9	17.0	54.6	51.6	45.4
Aug.	535	865	1,207	12.1	16.9	14.9	56.5	53.1	45.2
Sep.	615	948	1,170	13.6	19.4	13.3	54.1	52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658-60(12) AGRICULTURAL MARKETING SERVICE

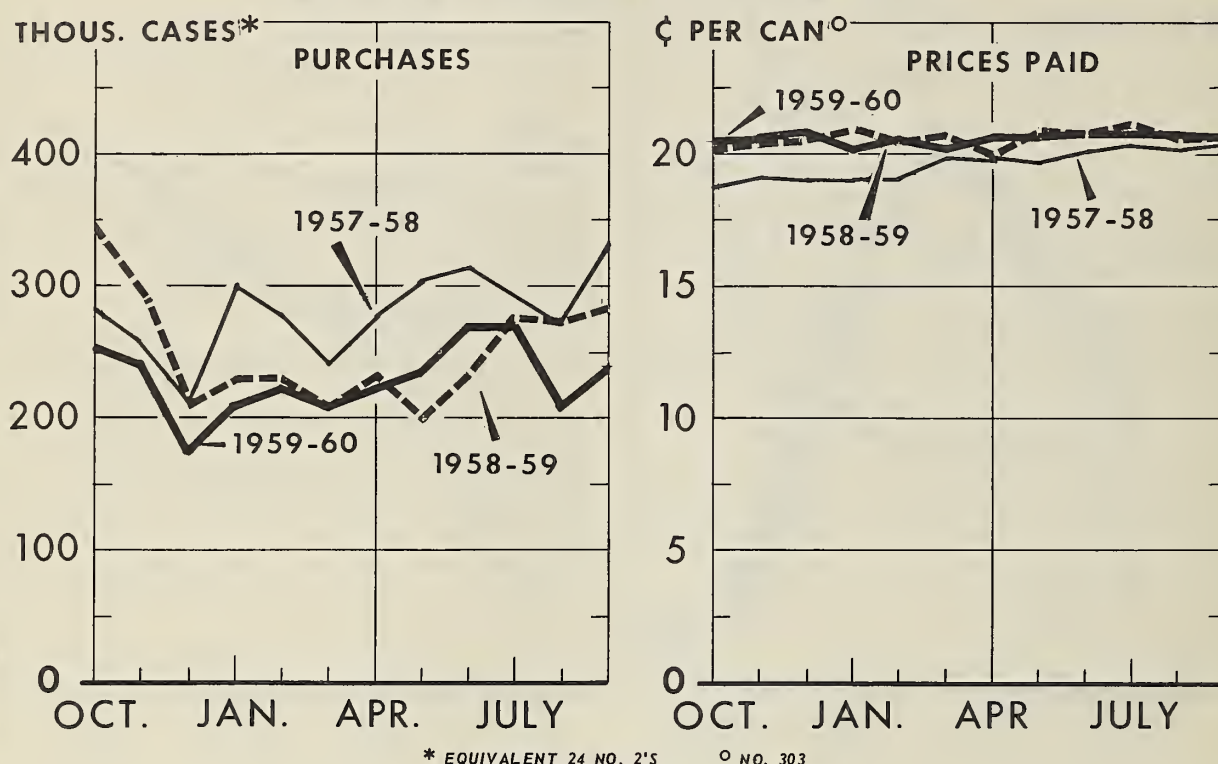
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.	2,256	2,105	2,199	28.9	28.4	27.7	83.9	83.6	77.4
Feb.	2,414	2,376	2,526	29.5	30.4	31.4	82.6	80.8	74.3
Mar.	2,384	2,178	2,440	29.1	28.2	30.1	85.2	86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.	1,874	1,958	2,153	23.8	26.6	23.7	94.1	91.2	82.1
May	1,160	1,383	1,587	18.2	20.1	18.4	107.3	101.4	91.5
Jun.	570	774	896	10.8	13.2	10.0	116.3	111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.	271	312	421	5.4	6.3	5.3	119.4	122.7	105.9
Aug.	190	200	225	3.7	4.3	3.3	126.8	118.8	111.4
Sep.	180	273	256	3.7	6.4	2.3	129.7	114.0	112.7
Season		15,961	18,519					91.8	83.0

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

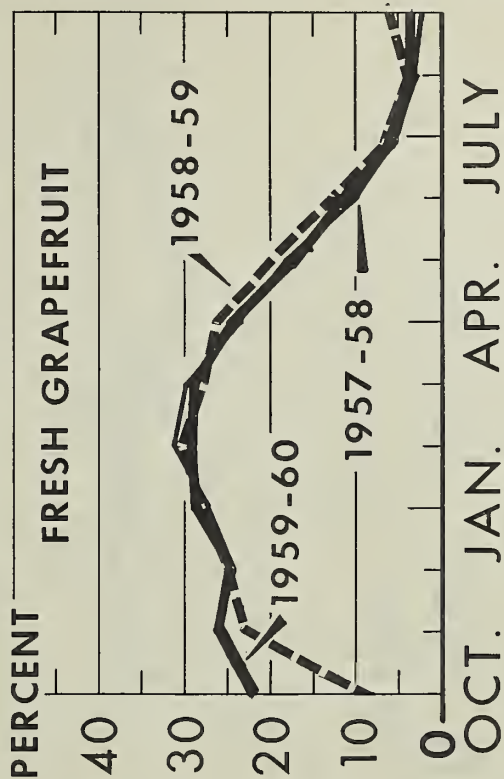
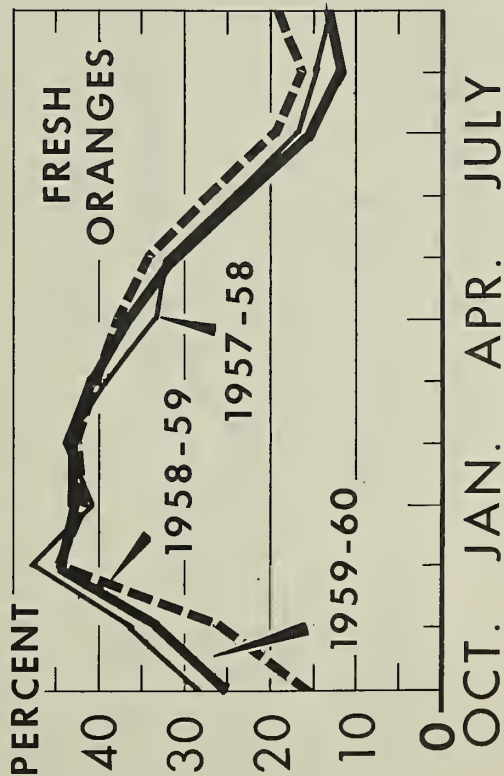
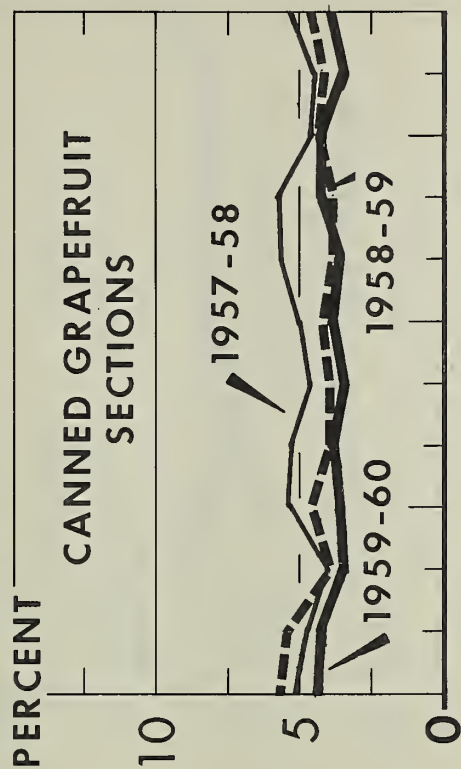
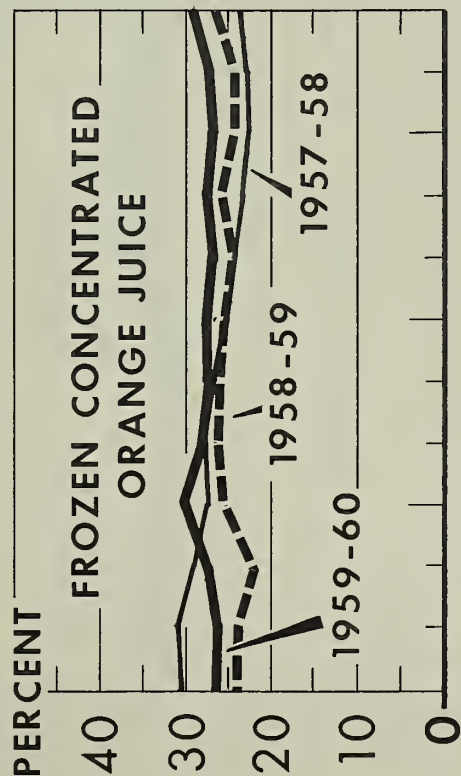
NEG. 6654-60(12) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

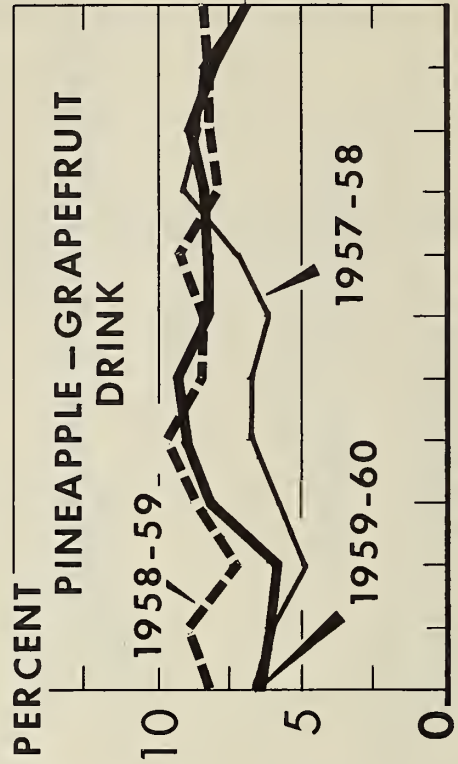
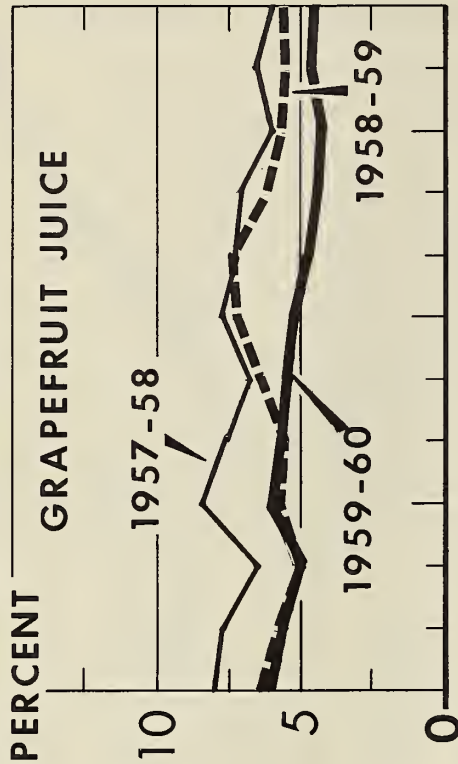
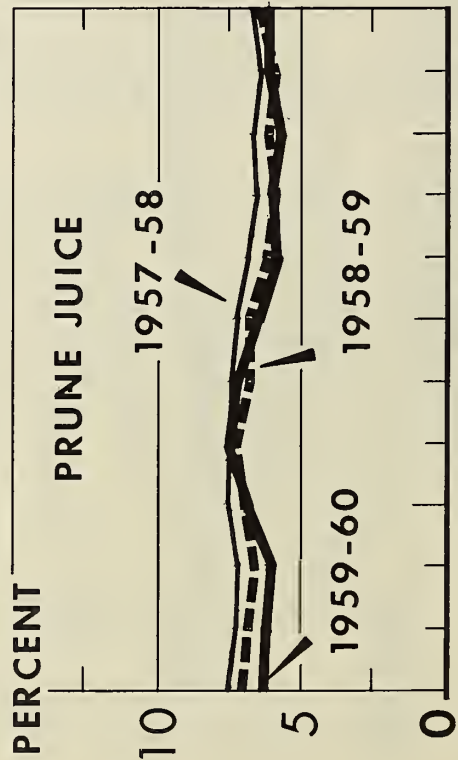
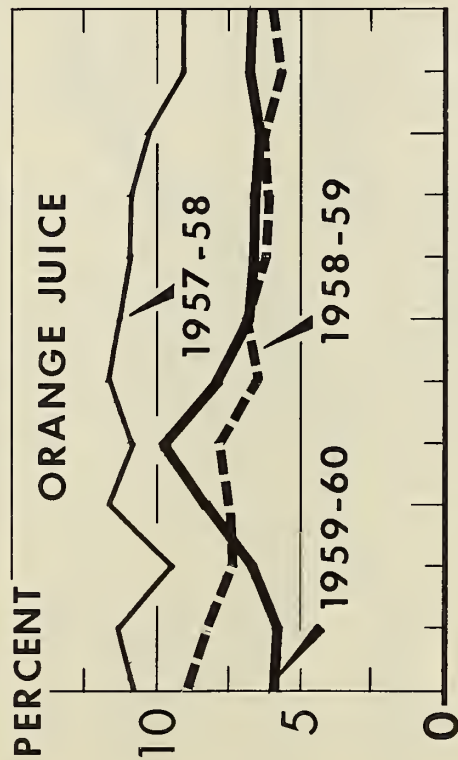
Period ^{1/}	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.	210	229	300	3.7	4.6	5.4	20.2	21.0	19.0
Feb.	222	230	279	3.9	4.1	5.3	20.6	20.4	19.0
Mar.	209	209	240	3.5	4.1	4.7	20.2	20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.	220	231	278	3.9	4.3	5.1	20.5	20.1	19.8
May	237	200	303	3.7	3.9	5.7	20.5	20.9	19.7
Jun.	269	233	312	4.5	3.9	5.8	20.7	20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.	269	276	292	4.3	4.4	4.7	20.7	21.1	20.2
Aug.	208	271	273	3.5	4.2	4.6	20.8	20.4	20.1
Sep.	239	283	331	4.0	4.7	5.4	20.6	20.6	20.3
Season		3,066	3,614					20.5	19.6

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Equivalent cases 24 No. 2 cans...480 oz. per case.

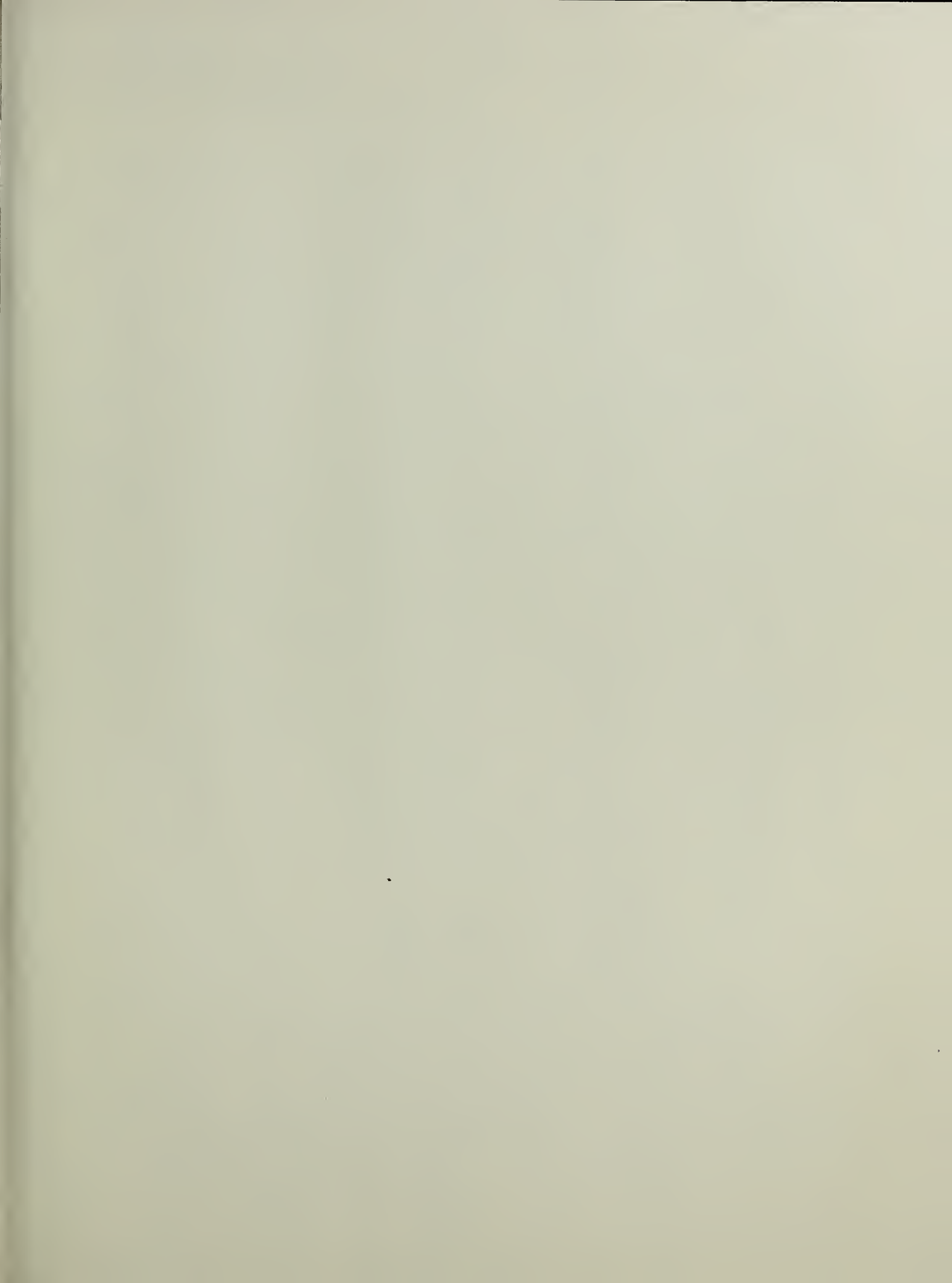
PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT



PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES



OCT. JAN. APR. JULY



UNITED STATES DEPARTMENT OF AGRICULTURE

WASHINGTON 25, D. C.

Official Business

POSTAGE AND FEES PAID
U. S. DEPARTMENT OF AGRICULTURE